

OVERVIEW OF ROBIN ZEIGLER'S PRESENTATION TO MUSIC ROW STAKEHOLDERS 2/28/17

Planning for Design Review

1. Define goals of neighborhood. How do you want the neighborhood to grow?
 - a. At the beginning of the process, Planning conducted a survey that revealed these goals:
 - Preserve Music Row's Character
 - Guide new development to support the Music Row community and maintain neighborhood character
 - Manage tourism
 - Encourage creativity and collaboration
 - Preserve and enhance streetscape
2. Identify character defining features of the neighborhood.
 - a. Important historic buildings have been identified by the National Trust but there may other features or sites that are important to the neighborhood such as streetscape, trees. There may be buildings important to the neighborhood for reasons other than history.
3. Create design guidelines
 - a. A design review committee must have standards or design guidelines for their decisions to be upheld in court and to provide guidance to the "customer"
 - b. The Secretary of Interior Standards have been used directly or as a framework for more specific design guidelines by cities of all sizes for neighborhoods of all types all across the country and may be a useful jumping off point
4. Define policy and procedures: who will do what, when and how
 - a. How is the committee made up and who appoints
 - b. When does the committee meet and what do they need in order to make a decision
 - c. Appeal process
 - d. What type of actions trigger design review: application for building permit, use of a specific incentive, how the building has been identified or where it is located, etc.
 - e. Can planning make some decisions or do all need to go to the committee
 - f. And other considerations...

What design guidelines do NOT do:

- Assure "good design"
- assure quality construction

What design guidelines DO:

- Aid in place making
- Guide growth

Why demolition should be considered as a component of design review:

- Reusing existing building is more environmentally sustainable than sending building materials to the landfill
- Rehab aids our local economy
- rehab keeps more money local
- rehab creates more jobs
- A mix of old and new buildings supports higher levels of economic and social activity
- Older buildings aid in “place making”
- Heritage tourists stay longer and spend more money than other types of tourists
- Existing buildings are better able to offer affordable housing and work space than new construction
- People want authenticity where they live, work and visit. People want to work in the room where their favorite song was written or stand on the floor where their idol recorded one of their albums....

LINKS FOR CULTURAL DISTRICTS

Note: There is no existing tool that is a perfect fit for Music Row but these examples may have pieces that are useful to consider in the planning process. This is a very small sample of what is available on line.

- Bull Street, Columbia, SC, hybrid approach:
http://www.columbiasc.gov/depts/planning-development/docs/bullstreetpud_revised_august_7_2015.pdf
- Station North and Entertainment District: <http://www.stationnorth.org/about/>
- Arts & Planning Toolkit: <http://artsandplanning.mapc.org/?p=565>
- Americans for the Arts, clearinghouse of multiple districts and toolkits:
<http://www.americansforthearts.org/by-program/reports-and-data/toolkits/national-cultural-districts-exchange-toolkit>